



# BlueStar Inks TABLETmedia Distribution Agreement

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*BlueStar has signed a distribution agreement with TABLETmedia to distribute the company's iTalkie software that enables Motorola/Symbol, Intermec, and other products including PCs, to act as walkie-talkies.*

PR9.NET February 26, 2008 - Florence, KY - BlueStar, the leading innovator in solutions-based distribution for Auto ID, Point-of-Sale, Mobility, and RFID products, has signed a distribution agreement with TABLETmedia, a handset enabler of mobile communication solutions, to distribute the company's iTalkie™ software application.

iTalkie™ enables Motorola/Symbol, Intermec, and other products including PCs, to act as a walkie-talkie (one-to-many paging) as well as an on-site phone over WLANs (one-to-one calls). It requires no additional servers and works as soon as it is installed, seamlessly integrating voice capabilities into a single converged device.

"We are very pleased to formalize a distribution relationship with BlueStar, particularly because of the company's aggressive dedication in offering valuable solutions to its customer base. With the iTalkie™ solution, BlueStar can offer a great user experience with the best possible quality and reliability on mobile computers that also minimizes the load on the wireless network without disrupting other data applications," says Alessandro Gatti, President and CEO of TABLETmedia.

iTalkie™ is a "four walls" client-only application that not only eliminates the need for individual walkie-talkies and/or cordless phones, but also the additional associated costs for cradles, spare batteries, belt hookups, etc. It has been tightly integrated on over 30 devices from Motorola/Symbol, Intermec, Datalogic/PSC, Hand Held Products (now Honeywell Imaging & Mobility), Socket Mobile, Fujitsu, HP, and others.

"We are very excited to welcome TABLETmedia as a valued BlueStar ISV vendor. TABLETmedia offers a very robust and cost-effective Push-To-Talk enablement solution for much of the best-of-breed Mobility hardware distributed here at BlueStar. This inside the four walls PTT and VoiP allows for a converged Mobility solution in many vertical markets such as AIDC, Retail, Warehousing, and Health Care. We look forward to a mutually rewarding partnership with TABLETmedia," says Mark Fraker, BlueStar's VP of Marketing.

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## About BlueStar

BlueStar is the fastest growing distributor of POS, Auto ID, RFID, and Mobility products with offices throughout the USA, as well as in Latin America and Canada. We provide a variety of direct avenues for Vendors to inform and guide their VAR Partners in growing their businesses with both educational and business-development services.

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